

Yukon Government Campground
Users Survey
2009

Analysis of Survey Results



The Outspan Group Inc.

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(Tombstone Mountain, Outspan Photo)

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Summary of Findings

During the June – August period of 2009 a personal interview survey of Yukon Government Campground users was undertaken at selected campgrounds. Nine campgrounds classified along four 'routes' were included in the survey. Results of the survey are presented by route and selected campgrounds (Wolf Creek, Kusawa, Tombstone) as well as by visitor origin (Yukon residents, other Canada residents, USA residents and overseas residents).

This summary of findings presents selected results from the analysis of data derived from 422 surveys. The full report follows this summary.

- ✓ A variety of information sources were used by campground users for their trip. The most prevalent source was 'prior knowledge' with 65.6% of respondents giving this as their answer. Milepost Guide was cited by almost 20% of campers and was the second most often used.
- ✓ The question on the importance of different factors to visitors' campground stay determined that three factors stand out in all four routes: a) the natural setting of the campground, b) a high standard of maintenance, and c) good design of campsites. Of least importance was: close proximity to home.
- ✓ With respect to facilities and services considered very important, the most important were found to be:
 - *Site Characteristics* - Preservation of natural surroundings
 - *Cleanliness and condition of facilities* - Cleanliness of grounds
 - *Camping Experience* - Your sense of security
- ✓ In general, most services and facilities were rated very well. Although there are many high ratings, the highest ratings overall for campground services and facilities were found to be:
 - Value of camping fee,
 - Cleanliness of grounds, and
 - Your sense of security.

Availability of firewood of firewood was also a highly rated service at the campgrounds.

- ✓ When the ratings of those campers who indicated that specific services and/or facilities were 'very important' to their campground stay, it was found that there was a high level of satisfaction. This analysis suggests that the campgrounds are serving campers well.

- ✓ Overall, Yukon Government Campgrounds are meeting the expectations of campers. The value received for the camping fee was rated excellent by 92% of those who consider this very important. Other services and facilities receiving significant excellent ratings included:

- the cleanliness and condition of facilities,
- the sense of security at the campground, and
- the preservation of natural surroundings.

- ✓ For most campers, there was no single activity that drew them to the campground. For those that did indicate an activity, fishing was most often mentioned, followed closely by boating/water-based activities.

- ✓ The top 10 activities by percentage of campers participating were:

Relaxing	96.9%	Experiencing the outdoors	94.8%
Wildlife viewing	64.5%	Bird-watching	63.5%
Campfire activities	63.3%	Photography	59.7%
Self-guided walks	47.4%	Fishing	42.4%
Swimming/beach activities	39.6%	Just passing through	29.6%

- ✓ Yukon Government Campground campers spend a significant amount to participate in camping:

Average per party	\$264.50
Average per person	\$83.10
Average per party per night	\$81.20
Average per person per night	\$25.50

Yukon residents spent the least per party while overseas residents spent the most per party. However, it was the residents of USA that spent the most per person and per night.

- ✓ Overall, almost 75% of campers think it is 'very likely' that they will camp in a Yukon Government Campground in the next two years.
- ✓ Over 70% of campers at Yukon Government Campgrounds thought there were sufficient campgrounds in Yukon.
- ✓ Most visitor parties used tents, travel trailer, motor home and/or a truck camper for their camping experience. Few used tent trailers or vans.
- ✓ Overall, the average party size was 3.2 persons. Camping parties were composed of virtually equal numbers of men and women. The vast majority of camper parties are families (85.8%). The vast majority of campers (88.2%) are neither an Aboriginal nor a visible minority.
- ✓ Yukon residents spend more time in Yukon Government Campgrounds than non-residents of Yukon.

Yukon Government Campground Users Survey 2009 Analysis of Survey Results

Introduction

A personal interview survey of Yukon Government Campground users was conducted by the Yukon Bureau of Statistics on behalf of Yukon Governments Parks Branch during the June – August period of 2009. This survey was undertaken so that the Parks Branch could obtain a better understanding of the characteristics of Yukon Government Campground users. The purpose of the research was to gather data on the patterns of campground use, to assess the need to adapt Park services to the needs and interests of our users, and to assess the adequacy of Yukon Government Campground facilities. Both Yukon residents and non-Yukon residents using the campgrounds were sampled in selected areas.

The campgrounds selected for this survey were organized by routes (see the map on page 2).

Route 1: Alaska Highway (east of Whitehorse) – Wolf Creek and Teslin

Route 2: Alaska Highway (west of Whitehorse) – Kusawa and Pine Lake

Route 3: Klondike Hwy (north of Whitehorse) – Lake Laberge, Fox Lake and Twin Lake

Route 4: Top of the World Hwy & Dempster Highway – Yukon River and Tombstone.

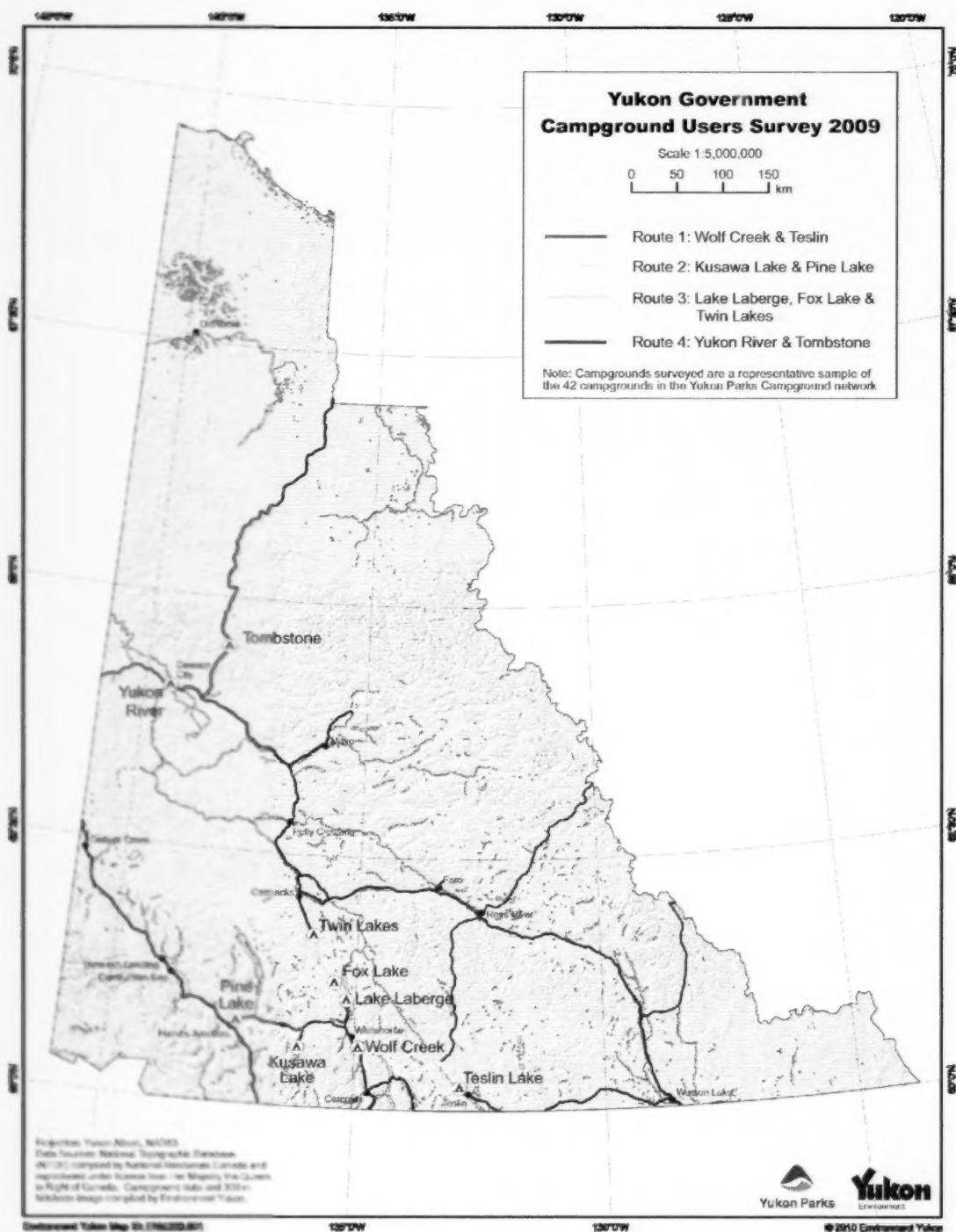
Two interviewers were trained and started the face to face data collection on Tuesday, June 16th. Data collection was completed on Thursday, August 13th, 2009. The interviewers traveled to the randomly selected route for the scheduled shift. At the completion of each shift the interviewers were required to report their return to Whitehorse to the Yukon Government Security Office.

Each completed survey took approximately 15 - 20 minutes. This includes the interview and edit of the survey form. The survey questionnaire used by the interviewers is attached as an appendix.

The interview results can be summarized as follows:

Number of campground users approached:	616
Number of refusals:	76
Number of ineligible ¹ respondents:	117
Number of completed surveys:	423

¹ Campground users were ineligible if they were day users or if they had already completed the survey with another interviewer or at another campground.



The answers from the survey were entered into a data file and this file was used for the analysis of survey results. The analysis of this data file found that there was one respondent who appeared to be ineligible and was removed from further analysis of the data. As a result, the final number of surveys used for the statistical analysis of campground users was 422.

The data analysis was undertaken using the raw (unweighted) data from survey respondents. Without accurate visitor origin statistics to provide an overall count of campground campers, there is virtually no basis on which to weight the data. This helps explain why no weighting factors were applied to the data for the analysis. However, this does not necessarily mean these results are unrepresentative of campground users; on the contrary, it is believed that the results reported in this report present a good reflection of Yukon campground users. Reasonable sample sizes for all routes were obtained through the survey, as shown below, and generally adequate samples were obtained for points of visitor origin.

Route 1:	122 questionnaires
Route 2:	107 questionnaires
Route 3:	154 questionnaires
Route 4:	39 questionnaires

Of the routes sampled, only Route 4 results should be treated with caution as the relatively small sample size reduces the statistical significance of these results. However, the relatively smaller sample is also a characteristic of park use along this route: there are fewer users. One further note on Route 4 is that only 2 completed surveys were obtained from Yukon residents, so that no results are presented on Yukon residents in Route 4.

Analysis of Survey Results

This chapter of the report is organized into three sections:

1. Completion of Survey Forms
2. Analysis by Route, and
3. Analysis by Camper Place of Residence

The latter two sections contain an analysis of results in the following sequence:

- a. Campground Services – This Campground
- b. Activities
- c. Expenditures During Trip
- d. Campground Services – All Territorial Campgrounds
- e. Respondent Profile

1. Completion of Survey Forms

As noted in the Introductory section, the survey of campers was conducted at 9 territorial campgrounds, which were grouped into four routes. The routes, campgrounds, number of completed survey forms used for this analysis and their respective percentages are summarized here.

Table 1 Completed Surveys by Route and Campground, 2009			
Route	Campground	No. of Surveys	Percent of Surveys
Route 1		122	28.9%
	Wolf Creek	79	(64.8%)
	Teslin	43	(35.2%)
Route 2		107	25.4%
	Kusawa	89	(83.2%)
	Pine Lake	18	(16.8%)
Route 3		154	36.5%
	Fox Lake	79	(51.3%)
	Twin Lakes	54	(35.1%)
	Lake Labarge	21	(13.6%)
Route 4		39	9.2%
	Yukon River	23	(59.0%)
	Tombstone	16	(41.0%)
TOTAL		422	100%
Route 1 = Alaska Hwy east of Whitehorse; Route 2 = Alaska Hwy west of Whitehorse; Route 3 = Klondike Hwy; Route 4 = Top of World & Dempster Hwy.			

2. Analysis by Route

This section of the report presents a series of tables that show the analysis by route as well as by selected campgrounds.

A. Campground Services – This Campground

Responses to questions about campground services within the campground of interview form the basis of this analysis. This was the first section of the questionnaire.

a) Number of different trips to this campground in 2008 and 2009

Table 2 Total and Average Number of Respondent Trips to the Campground in 2008 & 2009				
Route and Campground	2008		2009	
	No. of Respondent Trips	Average No. Trips	No. of Respondent Trips	Average No. Trips
Route 1	157	1.3	210	1.7
Wolf Creek	134	1.7	162	2.1
Teslin	23	0.5	48	1.1
Route 2	132	1.2	145	1.4
Kusawa	126	1.4	126	1.4
Pine Lake	6	0.3	19	1.1
Route 3	215	1.4	239	1.6
Fox Lake	138	1.7	141	1.8
Twin Lakes	47	0.9	71	1.3
Lake Labarge	30	1.4	27	1.3
Route 4	12	0.3	50	1.3
Yukon River	11	0.5	30	1.3
Tombstone	1	0.1	20	1.3

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.

Table 2 indicates that not all campers had visited the campground in the previous year: with the exception of Kusawa where the number of trips was the same in both years, the number of trips to the campgrounds is greater in 2009. In addition, the average number of trips is greater than 1 for all routes and campgrounds in 2009, with Wolf Creek being greater than 2 trips.

The number of respondent trips is calculated by summing the number of trips to the campground stated by each respondent. In 2008, in about half the cases the total is less than the number of respondents which indicates almost half the respondents did not take a trip to the campground in 2008. On the other hand in 2009, multiple trips are the norm.

b) Number of nights stayed in 2008 and 2009 by Route and Selected Campgrounds

<p align="center">Table 3 Total and Average Number of Respondent Nights by Route and Selected Campground in 2008 & 2009</p>				
Route and Campground	2008		2009	
	No. of Respondent Nights	Average No. Nights	No. of Respondent Nights	Average No. Nights
Route 1	324	2.7	348	2.9
Wolf Creek	290	3.7	324	4.2
Route 2	377	3.5	216	2.0
Kusawa	355	4.0	201	2.3
Route 3	536	3.5	390	2.5
Route 4	28	0.7	75	1.9
Tombstone	3	0.2	27	1.7
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.				

Table 3 is difficult to interpret because many respondents did not visit the campground in 2008 and in addition, many respondents in 2009 were interviewed early in the camping season so that not all camping trips may be included in these figures. What seems clear, however, is that the average number of nights stayed is greater than a single night.

c) Number of nights on this trip in different types of accommodation

<p align="center">Table 4 Average Number of Nights in Different Accommodation Types by Route of Interview</p>					
Type of Accommodation	Average No. Nights				
	Route 1	Route 2	Route 3	Route 4	All Routes
This Yukon Gov't Campground	3.3	3.2	3.4	2.7	3.2
Other Yukon Gov't Campground	6.7	5.5	7.4	7.8	7.0
Other Yukon campgrounds and RV parks	2.7	2.3	3.1	5.1	3.4
Yukon Motels/Hotels	1.6	1.3	1.3	4.5	2.5
Yukon Bed and Breakfasts	1.0	10.0	-	2.0	4.3
Friends/relatives in Yukon	20.0	4.7	4.3	5.8	6.3
Other	3.5	10.4	7.8	7.9	7.8
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.					

Table 4 shows the average number of nights respondents plan to spend in different types of accommodation on this trip. The average applies to those who indicated they would be using that type of accommodation. The types of accommodation that are planned to be used for the longest period are: Other (7.8 nights on average), Other Yukon Government Campground (7.0 nights on average), and Friends and relatives in Yukon (6.3 nights on average). There were some significant variations in these averages between the routes.

d) Information Source Used for this Trip by Route and Selected Campground

<p align="center">Table 5 Percentage of Campers Who Used Different Sources of Information, by Route and Selected Campgrounds</p>								
Source of Information	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kus-awa	Route 3	Route 4	Tomb-stone	All Routes
Prior knowledge (I've been here before)	58.2	65.8	75.7	79.8	73.4	30.8	25.0	65.6
Advice from friends and relatives	10.7	12.7	17.8	19.1	18.8	30.8	25.0	17.3
Advice from visitor information centres	16.4	12.7	5.6	2.2	14.9	66.7	68.8	17.8
Milepost guide	20.5	16.5	7.5	7.9	16.2	59.0	37.5	19.2
Other highway guides or travel Brochures	13.1	11.4	11.2	10.1	8.4	74.4	75.0	16.6
Yukon Parks website	8.2	7.6	3.7	4.5	6.5	23.1	25.0	7.8
Yukon Tourism website	8.2	6.3	3.7	3.4	5.8	33.3	43.8	8.5
Other	17.2	12.7	8.4	10.1	7.8	10.3	12.5	10.9
None	0.8	1.3	-	-	-	2.6	-	0.5
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.								

A variety of information sources were used by campground users for their trip. The most prevalent source was 'prior knowledge' with 65.6% of respondents giving this as their answer. Milepost Guide was cited by almost 20% of campers and was the second most often used.

e) Importance of Different Factors for this Yukon Campground Stay

<p align="center">Table 6 Percentage and Average Ratings of Factors Considered as "Very Important" for the Campground Stay, by Route</p>								
Factors	Route 1		Route 2		Route 3		Route 4	
	%	Average	%	Average	%	Average	%	Average
Close proximity to home	32.0	1.8	45.8	2.4	40.9	2.2	2.6	1.4
Ease of access	63.1	2.5	51.4	2.4	61.0	2.5	35.9	2.1
En-route stop to another destination	45.9	2.4	15.0	1.6	27.9	2.1	53.8	2.5
Natural setting of campground	74.6	2.7	91.6	2.9	83.8	2.8	89.7	2.8
Recreational opp. or activities available	27.9	1.9	62.6	2.5	42.9	2.2	46.2	2.3
Good design of campsites	67.2	2.6	71.0	2.7	70.8	2.6	71.8	2.7
Free firewood	59.0	2.5	72.0	2.7	71.4	2.7	51.3	2.5
High standard of maintenance	83.6	2.8	83.2	2.8	87.7	2.9	84.6	2.8
<p>Notes: "%" indicates the percentage of campers that considered the factor to be very important. "Average" is the average value of the rating by all respondents where 1 = not important; 2 = somewhat important; and 3 = very important. (Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.)</p>								

Table 6 indicates the importance of different factors to their campground stay. Three factors stand out as being very important in all four routes: a) the natural setting of the campground, b) a high standard of maintenance, and c) good design of campsites. Of least importance was: close proximity to home.

f) Importance – Performance of Services and Facilities

Question 6 in the survey sought answers to the importance of specific services and facilities in the campground as well as how well these services and facilities were rated (performance). Table 7 summarizes the importance of the services and facilities by route. Table 8 indicates how respondents who indicated these services and facilities as 'very important' rated their experience using them at the campground of interview.

Table 7 Percent Responding "Not Important" and "Very Important" Concerning Specific Services and Facilities at Campgrounds in Each Route								
Services and Facilities	Route 1		Route 2		Route 3		Route 4	
	Not ¹	Very ²	Not	Very	Not	Very	Not	Very
<i>Site Characteristics</i>								
Accessibility of trails	24.6	41.8	27.1	37.4	33.1	37.0	35.9	43.6
Boat launch &/or dock	21.3	6.6	37.4	45.8	41.6	35.1	61.5	5.1
Availability of pull-through sites	60.7	19.7	62.6	14.0	52.6	21.4	74.4	15.4
Preservation of natural surroundings	0.8	86.1	1.9	89.7	0.0	91.6	0.0	87.2
Interpretive signs &/or brochures	27.9	36.9	38.3	25.2	29.9	39.0	28.2	41.0
Interpretive talks	3.3	3.3	0.0	4.7	1.9	1.9	46.2	15.4
<i>Cleanliness and condition of facilities</i>								
Cleanliness of restrooms	8.2	79.5	4.7	86.0	5.8	87.0	7.7	79.5
Cleanliness of grounds	0.0	93.4	0.0	92.5	0.0	94.8	2.6	87.2
Condition of facilities	1.6	86.9	1.9	84.1	0.6	89.0	0.0	82.1
Availability of firewood	9.8	72.1	2.8	86.0	5.2	80.5	30.8	53.8
<i>Camping Experience</i>								
Your sense of security	0.8	90.2	0.0	89.7	0.6	93.5	5.1	82.1
Control of noise	1.6	77.0	0.9	77.6	3.9	81.8	2.6	76.9
Value of camping fee	0.8	93.4	3.7	78.5	3.2	87.7	0.0	79.5
Group camping options	56.6	13.1	48.6	26.2	48.1	21.4	64.1	10.3
Rate the services and facilities overall	0.0	89.3	0.9	90.7	0.6	90.3	0.0	82.1
Notes								
1 "Not" means "Not Important"								
2 "Very" means "Very Important"								
(Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.)								

In general, the least important services and facilities by group were:

- Site Characteristics* - Availability of pull-through sites
- Cleanliness and condition of facilities* - Availability of firewood
- Camping Experience* - Group camping options

While there were many services and facilities considered very important, the most important within each group were found to be:

- Site Characteristics* - Preservation of natural surroundings
- Cleanliness and condition of facilities* - Cleanliness of grounds
- Camping Experience* - Your sense of security

Table 8 presents a rating of the services and facilities at the campgrounds by route. The percentage value reported is the percent of respondents who rated the service/facility as "Excellent" while the average value reported is the average rating score. Those scores with higher values (maximum of 5) indicate high ratings; conversely those with lower scores (minimum of 1) indicate poor ratings; ratings close to 3 indicate a mediocre score.

<p align="center">Table 8 Percent with "Excellent" Rating and Average Ratings of Services and Facilities at Campgrounds by Route</p>								
Services and Facilities	Route 1		Route 2		Route 3		Route 4	
	% ¹	Average ²	%	Average	%	Average	%	Average
<i>Site Characteristics</i>								
Accessibility of trails	26.2	4.1	8.4	3.3	8.4	3.3	28.2	4.0
Boat launch &/or dock	3.3	3.7	35.5	4.4	21.4	3.8	0.0	2.8
Availability of pull-through sites	16.4	4.0	14.0	3.6	9.7	3.3	23.1	3.9
Preservation of natural surroundings	67.2	4.6	63.6	4.6	71.4	4.6	66.7	4.6
Interpretive signs &/or brochures	22.1	3.8	11.2	3.1	22.1	3.5	17.9	3.5
Interpretive talks	1.6	4.3	0.0	2.5	0.0	1.0	7.7	4.0
<i>Cleanliness and condition of facilities</i>								
Cleanliness of restrooms	64.8	4.8	58.9	4.6	54.5	4.6	48.7	4.6
Cleanliness of grounds	77.0	4.8	64.5	4.5	77.9	4.7	71.8	4.5
Condition of facilities	71.3	4.7	72.9	4.6	79.2	4.8	61.5	4.6
Availability of firewood	63.9	4.8	77.6	4.8	74.0	4.8	64.1	4.5
<i>Camping Experience</i>								
Your sense of security	64.8	4.5	70.1	4.6	81.2	4.8	59.0	4.4
Control of noise	54.9	4.6	38.3	4.3	49.4	4.4	48.7	4.3
Value of camping fee	89.3	4.9	87.9	4.8	89.6	4.9	74.4	4.6
Group camping options	9.0	4.4	15.0	4.4	8.4	3.8	5.1	3.5
Rate the services and facilities overall	68.9	4.7	67.3	4.6	73.4	4.7	51.3	4.3
Notes: 1 " %" means Percent with "Excellent" rating 2 "Average" means average rating score, where 1 = poor and 5 = excellent. (Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy.)								

In general, most services and facilities in each group were rated very well. Only in a few cases were there ratings of below 3, and mostly these were related to a lack of use – e.g. interpretive talks.

Although there are many high ratings, the highest ratings overall for campground services and facilities were found to be:

1. Value of camping fee,
2. Cleanliness of grounds, and
3. Your sense of security.

These overall high ratings indicate campgrounds that are generally satisfying campers. Table 9 presents an analysis of the ratings of those campers who indicated the service/facility was 'very

important' to their campground stay. This analysis provides an indication of how well the campground is serving this subset of campers.

Table 9
Rating of Specific Services and Facilities at Campgrounds by Respondents Who Stated they were "Very Important"

Services and Facilities	No. of Respondents		Percent Excellent Rating	Average Rating
	Not Available ¹	Did Not Use		
<i>Site Characteristics</i>				
Accessibility of trails	1	37	26.7	3.8
Boat launch &/or dock	1	13	51.3	4.1
Availability of pull-through sites	1	5	47.4	3.9
Preservation of natural surroundings	1	2	72.6	4.7
Interpretive signs &/or brochures	2	15	36.5	3.8
Interpretive talks	10	1	22.2	4.4
<i>Cleanliness and condition of facilities</i>				
Cleanliness of restrooms	0	53	65.8	4.7
Cleanliness of grounds	0	2	77.1	4.7
Condition of facilities	0	4	78.9	4.8
Availability of firewood	12	18	80.0	4.8
<i>Camping Experience</i>				
Your sense of security	0	3	73.8	4.7
Control of noise	11	41	52.6	4.4
Value of camping fee	0	2	92.0	4.9
Group camping options	0	24	44.4	4.3
Rate the services and facilities overall	0	2	72.9	4.7
Note:				
1. "not available" means the service or facility was not available in that campground.				

Overall, Yukon Government Campgrounds are meeting the expectations of campers. The value received for the camping fee was rated excellent by 92% of those who consider this very important. Other services and facilities receiving significant excellent ratings included the cleanliness and condition of facilities, the sense of security at the campground and the preservation of natural surroundings. Those services/facilities receiving relatively lower excellent ratings included interpretive talks, signs and brochures, accessibility of trails, and group camping options.

B. Activities

a) Attracting Activities

In response to the question if there was a particular activity that drew respondents to the campground, a total of 152 or 36.0% of respondents indicated there was such an activity. These activities by route and selected campground are summarized in Table 10.

Table 10
Percentage of Campers Who Indicated an Activity Drew them to the Campground,
by Route and Selected Campgrounds

Activity	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kus-awa	Route 3	Route 4	Tomb-stone	TOTAL
Any Activity	18.0	19.0	53.3	57.3	38.3	35.9	50.0	36.0
Fishing	2.5	-	21.5	23.6	14.9	-	-	11.6
Hiking	6.6	10.1	6.5	7.9	-	17.9	43.8	5.2
Boating/water activities	0.8	1.3	15.9	18.0	14.9	-	-	9.7
Sightseeing/visiting	-	-	2.8	3.4	1.9	7.7	-	2.1
Family/social occasion	-	-	1.9	1.1	3.2	-	-	1.7
Other	8.2	7.6	4.7	3.4	3.2	10.3	6.3	5.7
None	82.0	81.0	46.7	42.7	61.7	64.1	50.0	64.0

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

Although there are significant variations by route, the activity of fishing, reported by 11.6%, was the predominant activity that drew them to the campground. Boating and other water activities was a draw for another 9.7% of campers. The vast majority of campers (64%) indicated there was no single activity that drew them to the campground.

b) Activity Participation

The survey questionnaire had a long list of possible activities that campground visitors could participate in. The extent to which these activities were participated in, by route and selected campground, is shown in Table 11.

As seen in Table 11, all routes experienced participation in fishing, swimming/beach activities, canoeing or kayaking, day hiking, self-guided walks, cycling/mountain biking, ATV/4 wheeling, all listed creative or cultural activities, all listed leisure activities, and other activities. The top 10 activities by percentage of campers participating were:

Relaxing	96.9%	Experiencing the outdoors	94.8%
Wildlife viewing	64.5%	Bird-watching	63.5%
Campfire activities	63.3%	Photography	59.7%
Self-guided walks	47.4%	Fishing	42.4%
Swimming/beach activities	39.6%	Just passing through	29.6%

Table 11
Percent of Campers Who Participated in the Listed Activities while at the Campground,
by Route and Selected Campgrounds

Activity	Route and Selected Campground							TOTAL
	Route 1	Wolf Creek	Route 2	Kus-awa	Route 3	Route 4	Tomb-stone	
<i>Hunting, Fishing and Gathering</i>								
Hunting	-	-	1.9	2.2	0.6	-	-	0.7
Fishing	12.3	10.1	64.5	68.5	57.8	15.4	-	42.4
Berry-picking	3.3	1.3	5.6	6.7	9.7	-	-	5.9
Plant or mushroom gathering	1.6	1.3	-	-	3.2	-	-	1.7
<i>Water sports and activities</i>								
Swimming/beach activities	14.8	3.8	57.0	58.4	55.8	5.1	-	39.6
Canoeing or kayaking	2.5	-	25.2	27.0	16.2	5.1	-	13.5
Motorized boating	4.1	1.3	32.7	38.2	28.6	-	-	19.9
Other water activities	5.7	5.1	3.7	4.5	6.5	-	-	5.0
<i>Trail sports and activities</i>								
Day-hiking	26.2	36.7	22.4	22.5	7.1	53.8	81.3	20.9
Self-guided walks	54.9	59.5	42.1	41.6	40.3	66.7	75.0	47.4
Guided walks	-	-	-	-	-	10.3	12.5	0.9
Cycling or mountain biking	13.1	17.7	15.9	16.9	9.7	2.6	6.3	11.6
Backpacking	-	-	3.7	3.4	-	5.1	12.5	1.4
Horseback riding	-	-	-	-	-	-	-	-
ATV / 4-wheeling	0.8	1.3	2.8	3.4	2.6	2.6	-	2.1
Other trail activities	0.8	1.3	0.9	1.1	0.6	-	-	0.7
<i>Creative or cultural activities</i>								
Photography	56.6	48.1	54.2	52.8	63.6	69.2	75.0	59.7
Painting or drawing	5.7	5.1	8.4	7.9	9.7	10.3	12.5	8.3
Other creative activities	4.1	1.3	9.3	6.7	5.2	7.7	6.3	6.2
Campfire activities	52.5	50.6	72.9	77.5	68.8	48.7	37.5	63.3
Cultural activities	2.5	1.3	2.8	3.4	2.6	5.1	6.3	2.8
<i>Leisure activities</i>								
Experiencing outdoors/just getting away	94.3	97.5	97.2	98.9	98.1	76.9	75.0	94.8
Relaxing	96.7	100.0	99.1	100.0	98.7	84.6	81.3	96.9
Spiritual or restorative activities	37.7	34.2	50.5	55.1	41.6	38.5	43.8	42.4
Wildlife viewing	56.6	51.9	72.0	73.0	61.7	79.5	87.5	64.5
Bird-watching	54.1	53.2	67.3	70.8	70.8	53.8	50.0	63.5
<i>Other activities</i>								
A specific organized event	3.3	2.5	1.9	2.2	1.3	5.1	-	2.4
Other	4.9	5.1	7.5	9.0	3.9	10.3	6.3	5.7
Just travelling through	50.0	38.0	14.0	11.2	27.9	15.4	12.5	29.6
Don't know/refused	-	-	0.9	-	-	-	-	0.2
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy								

C. Expenditures During Trip

The spending by campground users is reported in Table 12.

<p align="center">Table 12 Expenditures by Campers from Night Previous to/following Campground Stay, by Category, Different Measures, Route and Selected Campgrounds (Dollars)</p>								
Activity	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kus- awa	Route 3	Route 4	Tomb- stone	All Campers
Fuel Costs¹								
Average per party	85.70	86.10	100.70	107.00	96.10	112.30	72.7	96.00
Vehicle Rental Costs¹								
Average per party	6.90	5.40	9.10	-	13.80	3.60	-	9.80
Other Transportation Costs¹								
Average per party	4.50	5.70	3.00	3.20	5.70	4.80	13.60	4.60
Food and Beverage from Stores								
Average per party	112.50	123.60	126.70	134.30	132.20	124.80	94.50	124.70
Average per person	39.80	42.30	31.00	32.80	42.90	54.20	37.10	38.90
Average per party per night	34.20	28.60	38.90	37.90	40.00	45.30	54.70	38.50
Average per person per night	12.10	9.80	9.50	9.30	13.00	19.60	21.50	12.0
Food and Beverage from Restaurants								
Average per party	9.30	9.50	9.90	9.50	11.00	15.80	6.40	10.70
Average per person	3.30	3.30	2.40	2.30	3.60	6.90	2.50	3.30
Average per party per night	2.80	2.20	3.00	2.70	3.30	5.70	3.70	3.30
Average per person per night	1.00	0.80	0.70	0.70	1.10	2.50	1.40	1.00
Recreation and Entertainment								
Average per party	5.30	8.40	13.20	9.30	9.90	0.80	-	8.60
Average per person	1.90	2.90	3.20	2.30	3.20	0.30	-	2.70
Average per party per night	1.60	1.90	4.10	2.60	3.00	0.30	-	2.70
Average per person per night	0.60	0.70	1.00	0.60	1.00	0.10	-	0.80
Other Costs								
Average per party	5.90	8.20	4.10	3.60	7.70	5.20	2.20	6.00
Average per person	2.10	2.80	1.00	0.90	2.50	2.30	0.90	1.90
Average per party per night	1.80	1.90	1.30	1.00	2.30	1.90	1.30	1.90
Average per person per night	0.60	0.60	0.30	0.20	0.80	0.80	0.50	0.60
Total Spending								
Average per party	240.50	246.40	272.50	270.10	274.70	271.20	189.50	264.50
Average per person	85.00	84.40	67.60	66.40	89.40	118.20	74.40	83.10
Average per party per night	73.00	57.00	84.60	76.70	81.20	99.20	109.70	81.20
Average per person per night	25.80	19.50	21.00	18.90	26.40	43.20	43.10	25.50
<p>Note: 1 Fuel costs, Vehicle rental costs and Other transportation costs are borne by the party and so are reported only as average per party. (Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy)</p>								

The expenditures reported in Table 12 are based on spending by campers that occurred between "wherever you stayed previously (home or another travel stop), to wherever you will stay next." Because of the wording of this question, there may have been a significant loss of camper spending that was attributable to their stay in the campground. This would be especially true for Yukon residents on an extended trip in the territory and for non-Yukon residents who had Yukon Government Campgrounds as their trip destination. For this reason average total spending per party is quite similar for all routes, averaging \$264.50. Campers travelling Route 4 in general spent more per party per night and per person per night than campers on the other routes.

D. Campground Services – All Territorial Campgrounds

The extent to which other campgrounds were used in 2008 and 2009 was asked of campers. Table 13 shows the percent of campers using other campgrounds during these two years. The results are shown by major highway: Alaska, Klondike, Robert Campbell, and Other.

Campground Used	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kus-awa	Route 3	Route 4	Tomb-stone	All Campers
Alaska Highway	100.0	100.0	99.1	98.9	68.2	46.2	50.0	83.2
Aishihik Lake	4.1	5.1	10.3	11.2	4.5	-	-	5.5
Big Creek	5.7	5.1	3.7	4.5	5.2	-	-	4.5
Congdon Creek	7.4	3.8	10.3	11.2	7.1	7.7	6.3	8.1
Kusawa Lake	16.4	20.3	87.9	97.8	20.1	2.6	-	34.6
Lake Creek	-	-	5.6	3.4	1.3	2.6	-	2.1
Marsh Lake	26.2	31.6	22.4	24.7	21.4	7.7	18.8	21.8
Pine Lake	18.0	17.7	29.0	18.0	18.2	5.1	-	19.7
Snag Junction	0.8	-	3.7	3.4	1.3	-	-	1.7
Squanga Lake	11.5	13.9	5.6	6.7	13.0	2.6	6.3	9.7
Takhini River	6.6	7.6	9.3	10.1	5.8	-	-	6.4
Tealin Lake	39.3	7.6	9.3	7.9	12.3	2.6	-	18.5
Watson Lake	7.4	6.3	6.5	3.4	9.7	17.9	25.0	9.0
Wolf Creek	70.5	100.0	22.4	21.3	25.3	12.8	12.5	36.5
Klondike Highway	36.9	38.0	51.4	52.8	98.1	28.2	43.8	62.1
Ethel Lake	1.6	-	5.6	5.6	1.3	-	-	2.4
Fox Lake	18.9	19.0	29.9	31.5	60.4	7.7	12.5	35.8
Klondike River	4.1	1.3	4.7	4.5	3.9	-	-	3.8
Lake Labarge	13.1	16.5	17.8	19.1	24.7	10.3	12.5	18.2
Moose Creek	8.2	5.1	5.6	6.7	7.1	12.8	25.0	7.6
Twin Lakes	15.6	13.9	21.5	21.3	45.5	-	-	26.5
Tatchun Creek	5.7	2.5	1.9	2.2	7.8	7.7	12.5	5.7

Table 13
Percent of Campers Using Campgrounds in 2008 and 2009 by Route and Selected Campgrounds

Campground Used	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Robert Campbell Highway	18.0	19.0	28.0	29.2	16.2	12.8	18.8	19.4
Drury Creek	0.8	1.3	2.8	3.4	4.5	-	-	2.6
Frances Lake	1.6	1.3	7.5	6.7	3.2	2.6	6.3	3.8
Frenchman Lake	9.0	10.1	15.9	16.9	7.8	-	-	9.5
Johnson Lake	0.8	1.3	-	-	1.3	-	-	0.7
Lapie Canyon	1.6	1.3	0.9	1.1	3.2	-	-	1.9
Little Salmon Lake	7.4	8.9	9.3	11.2	4.5	-	-	6.2
Nunatuk	2.5	3.8	-	-	-	-	-	0.7
Simpson Lake	0.8	-	1.9	2.2	1.9	10.3	12.5	2.4
Tatchun Lake	6.6	6.3	4.7	5.6	5.8	2.6	6.3	5.5
Other	27.9	25.3	35.5	33.7	37.0	100.0	100.0	39.8
Dezadeash Lake	5.7	3.8	6.5	7.9	9.1	5.1	6.3	7.1
Engineer Creek	0.8	1.3	0.9	-	2.6	2.6	6.3	1.7
Five Mile Lake	3.3	3.8	1.9	2.2	5.8	5.1	6.3	4.0
Million Dollar Falls	7.4	5.1	13.1	11.2	8.4	2.6	-	8.8
Nahanni Range	-	-	-	-	0.6	-	-	0.2
Rock River	0.8	-	0.9	1.1	2.6	5.1	12.5	1.9
Quiet Lake South	2.5	2.5	3.7	2.2	6.5	-	-	4.0
Quiet Lake North	2.5	1.3	4.7	5.6	3.9	-	-	3.3
Snafu Lake	4.9	5.1	7.5	6.7	11.7	-	-	7.6
Tarfu Lake	7.4	6.3	7.5	6.7	6.5	-	-	6.4
Tombstone Mountain	7.4	3.8	6.5	6.7	7.1	46.2	100.0	10.7
Yukon River	9.0	7.6	10.3	11.2	12.3	61.5	6.3	15.4
Other	12.3	12.7	10.3	9.0	9.7	17.9	25.0	11.4

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

The campgrounds with the highest percentage of use by all campers were:

Wolf Creek	36.5%	Fox Lake	35.8%
Kusawa Lake	34.6%	Twin Lakes	26.5%
Marsh Lake	21.8%	Pine Lake	19.7%
Teslin Lake	18.5%	Lake Labarge	18.2%

Table 14 shows the average number of nights spent in Yukon Government Campgrounds in 2008 and 2009. The average number of nights in 2008 was 8.5 for all campers. This varied between a low of 0.4 at Tombstone to a high of 12 nights at Kusawa. Overall in 2008 route 2 experienced longer lengths of stay. The smaller average number of nights reported for 2009 may reflect the fact that some campers were interviewed early in the camping season.

Table 14
Average Number of Nights in Campgrounds in 2008 and 2009 by Route and Selected Campgrounds

Year	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
2008	8.1	10.5	11.6	12.0	8.7	0.8	0.4	8.5
2009	7.9	9.1	6.6	7.2	7.3	5.6	4.9	7.1

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

Table 15 shows that overall almost 75% of campers think it is 'very likely' that they will camp in a Yukon Government Campground in the next two years. Somewhat surprisingly only about 14% indicate it is 'not very likely' that they will be camping in these campground in the next two years.

Table 15
Likelihood of Camping in Yukon Government Campground in Next 2 Years by Route and Selected Campgrounds
(Percent of Campers)

Likelihood	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Not Very Likely	22.1	19.0	6.5	3.4	9.1	25.6	25.0	13.7
Somewhat Likely	9.0	6.3	7.5	5.6	5.8	17.9	18.8	8.3
Very Likely	64.8	70.9	82.2	88.8	77.9	53.8	56.3	73.0
Don't know	4.1	3.8	3.7	2.2	7.1	2.6	-	5.0

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

The campers at Yukon Government Campgrounds covered by this survey mostly thought there were sufficient campgrounds in Yukon (Table 16). Those camping on Route 4 overwhelmingly (87.2%) thought there were sufficient campgrounds, and 100% of Tombstone campers thought there sufficient campgrounds.

Table 16
Percent of Campers who think there are sufficient Campgrounds in Yukon by Route and Selected Campgrounds

Year	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Sufficient	64.8	64.6	70.1	69.7	70.8	87.2	100.0	70.4
Insufficient	35.2	35.4	29.9	30.3	29.2	12.8	-	29.6

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

E. Respondent Profile

The final section of the survey dealt with gathering information on the respondent and his travel party.

Table 17 shows the type of camping equipment used by campers. Most parties used tents, travel trailer, motor home and/or a truck camper for their camping experience. Few used tent trailers or vans.

<p align="center">Table 17 Type of Camping Equipment Used at This Campground by Route and Selected Campgrounds (Percent)</p>								
	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kus-awa	Route 3	Route 4	Tomb-stone	All Campers
Tent	30.3	30.4	28.0	24.7	16.9	30.8	31.3	24.9
Travel Trailer / 5 th Wheel	23.8	25.3	30.8	33.7	31.8	12.8	6.3	27.5
Tent Trailer	3.3	3.8	1.9	1.1	3.2	2.6	-	2.8
Motorhome	22.1	21.5	28.0	29.2	25.3	35.9	43.8	26.1
Truck Camper	18.0	16.5	25.2	28.1	20.1	5.1	6.3	19.4
Van	7.4	6.3	1.9	2.2	5.2	15.4	18.8	5.9
Other	2.5	3.8	1.9	2.2	2.6	2.6	-	2.4
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy								

Table 18 shows the average size of the travel parties by route and selected campground. Overall, the average party size was 3.2 persons. Travel parties were smallest on Route 4 (2.4 persons) and largest on Route 2 (4.0 persons).

<p align="center">Table 18 Average Travel Party Size by Route and Selected Campgrounds</p>							
Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tomb-stone	All Campers
2.8	3.0	4.0	4.0	3.1	2.3	2.4	3.2
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy							

Camping parties were composed of virtually equal numbers of men and women (Table 19). Only on Route 3 did the number of women slightly exceed the number of men.

Table 19
Travel Party Composition (Male-Female) by Route and Selected Campgrounds
(Average Number per party)

Sex	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Male	1.5	1.6	2.0	2.0	1.5	1.2	1.3	1.6
Female	1.3	1.3	1.9	1.9	1.6	1.1	1.2	1.5

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

Up to age 34, there are slightly more men in camper parties than women Table 20). However, between the ages of 45 and 64, women make up a larger percentage of camper parties than men. Over age 65 there are more men represented in camper parties than women.

Table 20
Distribution of Camper Parties by Age and Sex, All Campgrounds
(Percent)

	Age Category (years)						
	0-14	15-24	25-34	35-44	45-54	55-64	65+
Male	10.9	2.9	6.0	6.7	8.6	8.9	6.8
Female	10.5	1.9	5.8	6.7	9.3	9.2	5.6

The vast majority of camper parties are families (85.8%), as shown in Table 21. The highest percentage of friends forming the party is at Tombstone where 25% of parties were a group of friends.

Table 21
Travel Party Composition by Route and Selected Campgrounds
(Percent)

	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Family	82.8	82.3	88.8	87.6	89.0	74.4	68.8	85.8
Friends	16.4	19.0	21.5	24.7	13.6	15.4	25.0	16.6
Other	0.8	-	-	-	-	2.6	-	0.5

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

Table 22 shows the permanent residence of campers by route and for selected campgrounds.

Table 22
Camper Place of Residence by Route and Selected Campground
(Number and Percent)

Residence	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Yukon	51	41	75	67	102	2	1	230
	41.8%	51.9%	70.1%	75.3%	66.2%	5.1%	6.3%	54.5%
Other Canada	29	14	8	7	21	16	8	74
	23.8%	17.7%	7.5%	7.8%	13.7%	41.1%	50.0%	17.5%
USA	25	13	9	7	12	12	4	58
	20.5%	16.5%	8.4%	7.9%	7.8%	30.8%	25.0%	13.7%
Other Countries	17	11	14	8	19	9	3	59
	13.9%	13.9%	13.1%	9.0%	12.3%	23.1%	18.8%	14.0%

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

Over half (54.5%) of campground users are residents of Yukon. This is true for all routes with the exception of Route 4, where Yukon residents represent only about 5% of campers. Yukon residents are the predominant campers in Route 2 comprising 70.1% of all campers.

The second largest group of campers are residents of other parts of Canada – 17.5% of all campers. Residents of the United States (13.7%) and other foreign country residents (14.0%) were almost identical in number.

Table 23 shows that the vast majority of campers (88.2%) are neither an Aboriginal nor a visible minority. Overall, almost 10% of campers considered themselves Aboriginal and only 2.4% considered themselves a visible minority.

Table 23
Campers who Self-Declare as Aboriginal or Visible Minority by Route and Selected Campgrounds
(Percent)

Self-declare as:	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Aboriginal	12.3	13.9	8.4	9.0	8.4	7.7	-	9.5
Visible Minority	-	-	6.5	6.7	1.3	2.6	6.3	2.4
Neither	87.7	86.1	85.0	84.3	90.3	89.7	93.8	88.2

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

3. Analysis by Camper Place of Residence

This section of the report presents the analysis of results broken down by camper place of residence. The same sequence of tables is used in this section as in the previous section, however, the tables are not structured identically.

A. Campground Services – This Campground

a) Number of different trips to this campground in 2008 and 2009

Table 24 Average Number of Respondent Trips in 2008 & 2009								
Place of Residence	2008				2009			
	Average No. Trips per Route				Average No. Trips per Route			
	Route 1	Route 2	Route 3	Route 4	Route 1	Route 2	Route 3	Route 4
Yukon	2.8	1.7	2.1	-	2.3	1.5	1.8	3.0
Other Canada	0.4	-	-	-	1.8	1.1	1.1	1.2
USA	-	0.2	0.3	-	1.1	1.0	1.1	1.2
Overseas	0.1	0.2	0.1	0.4	1.0	1.1	1.0	1.2
Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy								

As might be expected, only Yukon residents average one or more trips to the campgrounds in 2008, with the exception of Route 4 where no Yukoner had had trips in 2008 (Table 24). In 2009 Yukon residents had multiple trips to campgrounds on the routes, while, in general, non-Yukon residents had single trips.

b) Number of nights stayed in 2008 and 2009 at this campground by place of residence.

Table 25 shows the average number of nights spent in the campground of interview. Predictably, non-Yukon residents spent fewer than a night in 2008 and Yukon residents stayed longer than non-Yukon residents in 2009.

Table 25 Average Number of Nights in This Campground in 2008 & 2009		
Place of Residence	2008	2009
	Average No. Nights	Average No. Nights
Yukon	5.2	3.3
Other Canada	0.2	1.9
USA	0.2	0.9
Overseas	0.7	1.1

c) Number of nights on this trip in different types of accommodation – by those who indicated they would use the type of accommodation.

Yukon residents are more likely to stay in Yukon Government Campgrounds than other types of accommodation, whereas Other Canadians are just as likely to stay in other Yukon Government Campgrounds, Yukon B & B's or with friends/relatives in Yukon (Table 26). American campground users are more likely to stay in other Yukon Government Campgrounds or friends/relatives in Yukon. Campers from overseas spend more time with friends/relatives in Yukon and at Other Yukon Government Campgrounds than other types of accommodation.

Table 26 Average Number of Nights in Different Accommodation Types by Place of Residence				
Type of Accommodation	Average No. Nights			
	Yukon	Other Canada	USA	Overseas
This Yukon Government Campground	4.1	2.4	2.0	2.3
Other Yukon Government Campground	12.6	6.1	4.7	7.7
Other Yukon campgrounds and RV parks	2.5	4.3	2.7	3.1
Yukon Motels/Hotels	1.0	3.0	1.4	2.6
Yukon Bed and Breakfasts	-	6.0	-	1.0
Friends/relatives in Yukon	3.0	5.7	5.0	10.3
Other	-	10.1	2.8	8.6

d) Information Source Used for this Trip by Place of Residence.

Yukon residents used prior knowledge (92%) as their source of information for their trip, while non-Yukon residents used a variety of information sources (Table 27). Among the sources of information for non-Yukon residents, key sources included: Milepost guide, advice from visitor information centres and other highway guides or travel brochures.

Table 27 Percentage of Campers Who Used Different Sources of Information, by Place of Residence				
Source of Information	Percent			
	Yukon	Other Canada	USA	Overseas
Prior knowledge (I've been here before)	91.7	37.8	34.5	28.8
Advice from friends and relatives	14.8	32.4	13.8	11.9
Advice from visitor information centres	1.3	35.1	39.7	39.0
Milepost guide	2.2	33.8	55.2	32.2
Other highway guides or travel brochures	1.3	36.5	29.3	39.0
Yukon Parks website	2.2	17.6	10.3	15.3
Yukon Tourism website	1.3	23.0	13.8	13.6
Other	3.5	21.6	17.2	20.3
None	-	-	-	3.4

e) Importance of Different Factors for this Yukon Campground Stay

For residents of Yukon, the natural setting of the campground and the high standard of campground maintenance were key factors in staying at the campground (Table 28). For non-Yukon residents these two factors were also key although their relative importance was reversed for other residents of Canada and residents of USA. The average rating by all origins reflect the importance of these two factors. Another factor of importance to USA and overseas campers was the fact the campgrounds were en-route stops to another destination.

Table 28
Percentage and Average Ratings of Factors Considered as "Very Important"
for the Campground Stay, by Place of Residence

Factors	Yukon		Other Canada		USA		Overseas	
	%	Average	%	Average	%	Average	%	Average
Close proximity to home	63.5	2.6	4.1	1.1	3.4	1.2	1.7	1.1
Ease of access	64.3	2.5	51.4	2.4	51.7	2.4	40.7	2.0
En-route stop to another destination	4.8	1.3	54.1	2.5	74.1	2.7	71.2	2.7
Natural setting of campground	83.0	2.8	83.8	2.8	77.6	2.7	91.5	2.9
Recreational opp. or activities available	56.5	2.4	36.5	2.0	29.3	1.8	16.9	1.7
Good design of campsites	70.9	2.6	74.3	2.7	74.1	2.7	55.9	2.5
Free firewood	75.2	2.7	62.2	2.5	44.8	2.3	55.9	2.5
High standard of maintenance	89.1	2.9	87.8	2.9	84.5	2.9	66.1	2.6

Notes:

"%" indicates the percentage of campers that considered the factor to be very important.

"Average" is the average value of the rating by all respondents; where 1 = not important; 2 = somewhat important; and 3 = very important.

f) Importance - Performance of Services and Facilities

Question 6 in the survey sought answers to the importance of specific services and facilities in the campground as well as how well these services and facilities were rated (performance). The table below (Table 29) summarizes the importance of the services and facilities by camper place of residence.

Table 29
Percent Responding "Not Important" and "Very Important" Concerning Specific Services and Facilities at Campgrounds by Camper Place of Residence

Services and Facilities	Yukon		Other Canada		USA		Overseas	
	Not	Very	Not	Very	Not	Very	Not	Very
<i>Site Characteristics</i>								
Accessibility of trails	30.0	41.3	21.6	40.5	31.0	37.9	35.6	28.8
Boat launch &/or dock	25.7	39.6	48.6	18.9	51.7	10.3	49.2	1.7
Availability of pull-through sites	53.5	22.2	67.6	16.2	60.3	22.4	71.2	3.4
Preservation of natural surroundings	0.4	89.6	-	87.8	1.7	89.7	1.7	88.1
Interpretive signs &/or brochures	40.9	28.3	21.6	48.6	22.4	43.1	13.6	37.3
Interpretive talks	0.9	3.0	18.9	6.8	10.3	6.9	5.1	3.4

Table 29 Percent Responding "Not Important" and "Very Important" Concerning Specific Services and Facilities at Campgrounds by Camper Place of Residence								
Services and Facilities	Yukon		Other Canada		USA		Overseas	
	Not	Very	Not	Very	Not	Very	Not	Very
<i>Cleanliness and condition of facilities</i>								
Cleanliness of restrooms	4.8	88.7	2.7	85.1	12.1	77.6	11.9	69.5
Cleanliness of grounds	-	96.1	-	93.2	-	94.8	1.7	79.7
Condition of facilities	1.3	89.6	-	86.5	-	91.4	3.4	69.5
Availability of firewood	1.3	87.0	18.9	70.3	20.7	53.4	10.2	69.5
<i>Camping Experience</i>								
Your sense of security	0.9	90.9	1.4	91.9	-	94.8	1.7	83.1
Control of noise	2.6	77.8	2.7	83.8	-	82.8	3.4	72.9
Value of camping fee	2.6	88.7	2.7	85.1	-	87.9	3.4	76.3
Group camping options	40.4	29.6	64.9	9.5	70.7	1.7	62.7	8.5
Rate the services and facilities overall	0.9	92.2	-	89.2	-	91.4	-	76.3
Notes: "Not" means 'Not Important' "Very" means 'Very Important'								

In general, there was consistency on the least important services and facilities by group:

Site Characteristics - Availability of pull-through sites

Cleanliness and condition of facilities - Availability of firewood, although this was important to Yukon residents

Camping Experience - Group camping options

Many services and facilities were indicated as being very important; the most important were found to be:

- Your sense of security,
- Cleanliness of grounds, and
- Preservation of natural surroundings.

Rating of Services and Facilities

Table 30 shows how the services and facilities were rated.

<p align="center">Table 30 Percent with "Excellent" Rating and Average Ratings of Services and Facilities at Campgrounds by All Respondents</p>								
Services and Facilities	Yukon		Other Canada		USA		Overseas	
	%	Average	%	Average	%	Average	%	Average
<i>Site Characteristics</i>								
Accessibility of trails	17.4	3.6	14.9	3.8	15.5	3.8	6.8	3.6
Boat launch &/or dock	26.5	4.0	13.5	4.7	1.7	3.5	3.4	3.7
Availability of pull-through sites	14.3	3.5	13.5	4.0	13.8	3.5	13.6	4.1
Preservation of natural surroundings	67.0	4.6	67.6	4.6	75.9	4.7	62.7	4.5
Interpretive signs &/or brochures	14.3	3.2	31.1	4.0	22.4	3.8	18.6	3.8
Interpretive talks	-	2.0	4.1	4.8	1.7	3.3	1.7	3.5
<i>Cleanliness and condition of facilities</i>								
Cleanliness of restrooms	61.7	4.6	64.9	4.8	53.4	4.8	39.0	4.5
Cleanliness of grounds	73.5	4.6	75.7	4.7	82.8	4.8	62.7	4.6
Condition of facilities	75.2	4.7	70.3	4.7	82.8	4.8	62.7	4.6
Availability of firewood	76.1	4.8	70.3	4.7	58.6	4.8	64.4	4.8
<i>Camping Experience</i>								
Your sense of security	70.9	4.6	74.3	4.7	72.4	4.7	69.5	4.7
Control of noise	50.4	4.4	50.0	4.5	46.6	4.6	39.0	4.3
Value of camping fee	91.3	4.9	87.8	4.9	87.9	4.8	72.9	4.6
Group camping options	15.2	4.1	5.4	4.1	3.4	4.3	1.7	3.6
Rate the services and facilities overall	71.3	4.7	67.6	4.6	67.2	4.6	61.0	4.6
<p>Notes</p> <p>"%" means Percent with "Excellent" rating</p> <p>"Average" means average rating score, where 1 = poor and 5 = excellent.</p>								

Most services and facilities were rated very well with most receiving an "Excellent" rating. There did not appear to be much variation by place of residence for any of the services or facilities.

The value of camping fee was rated highest across all places of residence and high ratings were also given cleanliness of grounds and your sense of security by all campers. These overall high ratings indicate campgrounds that are generally satisfying campers.

B. Activities

In response to the question if there was a particular activity that drew respondents to the campground, a total of 152 or 36.0% of respondents indicated there was such an activity. These activities by place of residence are summarized in Table 31. This table shows that an activity drew more Yukon residents to the campground than it did for non-Yukoners. Fishing and boating/water activities were those that drew approximately 30% of Yukon residents.

Table 31
Percentage of Campers Who Indicated an Activity Drew them to the Campground,
by Place of Residence

Activity	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Any Activity	44.8	32.4	22.4	20.3
Fishing	17.4	4.1	3.4	6.8
Hiking	5.2	6.8	5.2	3.4
Boating/water activities	11.3	10.8	8.6	3.4
Sightseeing/visiting	1.7	2.7	1.7	3.4
Family/social occasion	2.6	1.4	-	-
Other	6.5	6.8	3.4	3.4
None	55.2	67.6	77.6	79.7

The questionnaire had a long list of possible activities in which campground visitors could participate. The extent to which these activities were participated in by campers from different places of residence is shown in Table 32. High rates of participation were reported in "Leisure activities" for all places of residence. Non-Yukon residents participated in self-guided walks and photography more than Yukon residents, as well as indicating they were 'just passing through.'

Table 32
Percent of Campers Who Participated in the Listed Activities while at the Campground,
by Place of Residence

Activity	Place of Residence			
	Yukon	Other Canada	USA	Overseas
<i>Hunting, Fishing and Gathering</i>				
Hunting	1.3	-	-	-
Fishing	57.8	27.0	15.5	27.1
Berry-picking	6.5	4.1	1.7	10.2
Plant or mushroom gathering	0.9	2.7	1.7	3.4
<i>Water sports and activities</i>				
Swimming/beach activities	51.7	28.4	13.8	30.5
Canoeing or kayaking	15.2	13.5	10.3	10.2
Motorized boating	33.9	6.8	-	1.7
Other water activities	7.8	1.4	3.4	-
<i>Trail sports and activities</i>				
Day-hiking	20.0	20.3	27.6	18.6
Self-guided walks	42.6	59.5	48.3	49.2
Guided walks	-	1.4	3.4	1.7
Cycling or mountain biking	17.0	5.4	6.9	3.4
Backpacking	1.3	1.4	1.7	1.7
Horseback riding	-	-	-	-
ATV / 4-wheeling	3.0	-	1.7	1.7
Other trail activities	1.3	-	-	-

Table 32 Percent of Campers Who Participated in the Listed Activities while at the Campground, by Place of Residence				
Activity	Place of Residence			
	Yukon	Other Canada	USA	Overseas
<i>Creative or cultural activities</i>				
Photography	47.8	71.6	67.2	83.1
Painting or drawing	7.4	6.8	12.1	10.2
Other creative activities	6.5	2.7	8.6	5.1
Campfire activities	72.6	55.4	46.6	52.5
Cultural activities	2.6	4.1	3.4	1.7
<i>Leisure activities</i>				
Experiencing outdoors/just getting away	97.8	91.9	93.1	88.1
Relaxing	100.0	94.6	89.7	94.9
Spiritual or restorative activities	47.0	45.9	48.3	13.6
Wildlife viewing	57.8	67.6	72.4	79.7
Bird-watching	62.2	58.1	69.0	71.2
<i>Other activities</i>				
A specific organized event	3.0	2.7	-	1.7
Other	6.5	8.1	5.2	-
Just travelling through	3.0	54.1	63.8	69.5
Don't know/refused	-	-	1.7	-

C. Expenditures During Trip

Table 33 describes the spending by campers by place of residence. As mentioned in Section 2 (above) due to the manner in which this question was asked, relatively similar estimates of spending for all places of residence have been derived. Nonetheless, Yukon residents spent the least per party while overseas residents spent the most per party. However, it was the residents of USA that spent the most per person and per night.

Yukon Parks is participating in a national study of the economic impact of Canada's national, provincial and territorial parks which is being coordinated by the Canadian Parks Council. As part of this project, an estimate of the spending by all Yukon Park visitors was requested. Based on the spending estimates derived through this survey, Yukon Parks has prepared this total spending estimate for the national study. This visitor spending estimate is presented as Appendix 3.

Table 33
Expenditures by Campers from Night Previous to/following Campground Stay,
by Category, Different Measures, Place of Residence
(Dollars)

Activity	Place of Residence			
	Yukon	Other Canada	USA	Overseas
<i>Fuel Costs</i>				
Average per party	86.90	101.00	118.20	106.10
<i>Vehicle Rental Costs</i>				
Average per party	10.30	3.60	4.40	19.80
<i>Other Transportation Costs</i>				
Average per party	3.30	5.50	9.80	4.10
<i>Food and Beverage from Stores</i>				
Average per party	126.80	132.80	107.20	122.9
Average per person	34.40	46.50	44.40	49.90
Average per party per night	31.00	58.40	53.60	54.20
Average per person per night	8.40	20.50	22.20	22.00
<i>Food and Beverage from Restaurants</i>				
Average per party	11.30	4.90	15.50	11.00
Average per person	3.10	1.70	6.40	4.50
Average per party per night	2.80	2.20	7.80	4.80
Average per person per night	0.80	0.80	3.20	2.00
<i>Recreation and Entertainment</i>				
Average per party	10.80	6.20	9.60	2.60
Average per person	2.90	2.20	4.00	1.10
Average per party per night	2.60	2.70	4.80	1.10
Average per person per night	0.70	1.00	2.00	0.50
<i>Other Costs</i>				
Average per party	4.80	7.90	5.10	9.20
Average per person	1.30	2.80	2.10	3.70
Average per party per night	1.20	3.50	2.60	4.10
Average per person per night	0.30	1.20	1.10	1.70
<i>Total Spending</i>				
Average per party	254.30	262.20	296.40	280.40
Average per person	69.50	91.80	123.30	115.20
Average per party per night	61.70	115.30	148.20	125.90
Average per person per night	16.90	40.40	61.60	51.70

D. Campground Services – All Territorial Campgrounds

Table 34 shows the percent of campers using Yukon Government Campgrounds in 2008 and 2009. Yukon residents use the campgrounds more than non-residents.

Table 34 Percent of Campers Using Campgrounds in 2008 and 2009 by Place of Residence				
Campground Used	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Alaska Highway	88.3	74.3	79.3	78.0
Aishihik Lake	9.6	-	-	1.7
Big Creek	4.8	4.1	3.4	5.1
Congdon Creek	7.0	4.1	12.1	13.6
Kusawa Lake	51.7	10.8	10.3	20.3
Lake Creek	1.3	-	1.7	8.5
Marsh Lake	33.9	8.1	8.6	5.1
Pine Lake	24.8	5.4	8.6	27.1
Snag Junction	1.7	-	-	5.1
Squanga Lake	13.5	4.1	10.3	1.7
Takhini River	10.0	1.4	3.4	1.7
Tealin Lake	10.4	36.5	27.6	18.6
Watson Lake	3.0	13.5	13.8	22.0
Wolf Creek	42.6	27.0	32.8	27.1
Klondike Highway	75.2	48.6	31.0	59.3
Ethel Lake	2.2	1.4	-	6.8
Fox Lake	53.0	16.2	12.1	16.9
Klondike River	3.5	5.4	3.4	3.4
Lake Labarge	23.0	9.5	8.6	20.3
Moose Creek	5.7	8.1	8.6	13.6
Twin Lakes	35.2	16.2	12.1	20.3
Tatchun Creek	3.9	10.8	1.7	10.2
Robert Campbell Highway	24.8	9.5	8.6	20.3
Drury Creek	3.9	-	-	3.4
Frances Lake	4.3	1.4	1.7	6.8
Frenchman Lake	13.5	4.1	-	8.5
Johnson Lake	0.4	-	-	3.4
Lapie Canyon	1.3	1.4	-	6.8
Little Salmon Lake	9.6	1.4	-	5.1
Nunatuk	0.9	-	-	1.7
Simpson Lake	0.9	2.7	5.2	5.1
Tatchun Lake	7.0	1.4	3.4	6.8
Other	37.4	39.2	29.3	59.3
Dezadeash Lake	10.4	1.4	3.4	5.1
Engineer Creek	0.9	-	1.7	6.8
Five Mile Lake	3.0	1.4	3.4	11.9
Million Dollar Falls	10.0	2.7	3.4	15.3
Nahanni Range	0.4	-	-	-
Rock River	-	2.7	1.7	8.5
Quiet Lake South	4.8	1.4	1.7	6.8
Quiet Lake North	4.3	-	-	6.8
Snafu Lake	12.6	1.4	-	3.4
Tarfu Lake	9.6	2.7	-	5.1
Tombstone Mountain	6.1	16.2	10.3	22.0
Yukon River	8.3	17.6	20.7	35.6
Other	8.3	14.9	10.3	20.3

Table 35 shows that Yukon residents spend more nights in Yukon Government Campgrounds than non-residents. However, the average number of nights for 2009 should be viewed as a minimal average since many of the interviews were conducted early in the camping season.

Table 35
Average Number of Nights in Campgrounds in 2008 and 2009 by Place of Residence

Year	Place of Residence			
	Yukon	Other Canada	USA	Overseas
2008	14.5	0.9	0.6	2.4
2009	8.1	5.6	4.1	7.7

Table 36 shows that Yukon residents who are currently camping are very likely (97.4%) to camp again in Yukon Government Campground within the next two years. The percentage of non-Yukon residents being very likely to camp in Yukon Government Campground is considerably smaller, although over half (51.7%) of USA residents say it is very likely.

Table 36
Likelihood of Camping in Yukon Government Campground in Next 2 Years by Place of Residence

Likelihood	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Not Very Likely	0.4	31.1	32.8	25.4
Somewhat Likely	0.9	17.6	13.8	20.3
Very Likely	97.4	43.2	51.7	35.6
Don't know	1.3	8.1	1.7	18.6

Non-Yukon residents believe more strongly than Yukon residents that there are sufficient campgrounds in Yukon: approximately 80% of non-Yukon residents indicate this in Table 37. About a third of Yukon residents believe more campgrounds are needed.

Table 37
Percent of Campers who think there are sufficient Campgrounds in Yukon by Place of Residence

Year	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Sufficient	62.6	81.1	81.0	76.3
Insufficient	37.4	18.9	19.0	23.7

E. Respondent Profile

The type of equipment used for camping did vary by place of residence: Yukon residents were most likely to use a travel trailer or 5th wheel, while residents of other parts of Canada most often used a tent, and USA and overseas campers mostly used motor homes (Table 38). A large proportion of overseas campers also used a truck camper.

Table 38 Type of Camping Equipment Used at This Campground by Place of Residence (Percent)				
	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Tent	21.7	39.2	20.7	22.0
Travel Trailer / 5 th Wheel	34.8	28.4	22.4	3.4
Tent Trailer	3.5	5.4	-	-
Motor home	24.8	16.2	36.2	33.9
Truck Camper	19.6	12.2	15.5	32.2
Van	4.3	8.1	8.6	6.8
Other	2.6	-	5.2	1.7

Yukon residents formed larger camping parties (3.6 people per party) than non-residents of the territory. Residents of other parts of Canada had an average party size of 3.0 people and USA and overseas campers both had a party size of 2.4 people.

Table 39 Average Travel Party Size (Persons) by Place of Residence			
Yukon	Other Canada	USA	Overseas
3.6	3.0	2.4	2.4

The number of male and females in parties was identical except for overseas visitors where males formed a slightly higher proportion of the party (Table 40).

Table 40 Travel Party Composition (Male-Female) by Place of Residence (Average Number per party)				
Sex	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Male	1.8	1.4	1.2	1.3
Female	1.8	1.4	1.2	1.1

In general, Yukon campers are younger than their non-resident camper visitors, for both males and females. American campers have a significantly larger percent of party members (male and female) over the age of 65; Yukon parties have the fewest.

Table 41
Distribution of Camper Parties by Age and Sex by Place of Residence
(Percent)

	Age Category (years)						
	0-14	15-24	25-34	35-44	45-54	55-64	65+
Male							
Yukon	14.8	3.2	5.3	6.7	9.4	6.6	3.9
Other Canada	6.4	1.5	8.9	3.5	8.4	13.4	9.4
USA	3.6	0.7	2.9	4.3	3.6	16.5	18.7
Overseas	0.7	4.2	9.1	13.3	9.1	9.1	9.1
Female							
Yukon	13.7	2.4	5.2	8.3	9.9	7.6	3.0
Other Canada	7.4	1.5	8.4	3.5	8.4	11.4	7.9
USA	4.3	-	2.9	2.9	7.2	17.3	15.1
Overseas	2.8	1.4	9.1	6.3	9.1	8.4	8.4

Most camping parties are family groups – well over 85% of parties except for overseas campers where families represent only about three-quarters (76.3%) of parties (Table 42).

Table 42
Travel Party Composition by Place of Residence
(Percent)

	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Family	86.5	86.5	91.4	76.3
Friends	19.6	13.5	6.9	18.6
Other	0.4	-	-	1.7

The vast majority of campers do not self-declare themselves as either Aboriginal or a member of a visible minority, as shown in Table 43. However, of Yukon residents, 14.3% self-declared as Aboriginal.

Table 43 Campers who Self-Declare as Aboriginal or Visible Minority by Place of Residence (Percent)				
Self-declare as:	Place of Residence			
	Yukon	Other Canada	USA	Overseas
Aboriginal	14.3	6.8	1.7	1.7
Visible Minority	3.0	1.4	3.4	-
Neither	82.6	91.9	94.8	98.3

Table 44 shows the place of residence of campers by route and by selected campground. Yukon residents represent 54.5% of all campers, and with the exception of Route 4 and Tombstone Campground, they form the majority group using the campgrounds. Yukon residents are particularly predominant on Route 2 and Kusawa Campground. Other Canadians form the largest group visiting Route 4 and Tombstone Campground.

Table 44 Place of Residence by Route and Selected Campgrounds (Percent)								
Residence	Route and Selected Campground							
	Route 1	Wolf Creek	Route 2	Kusawa	Route 3	Route 4	Tombstone	All Campers
Yukon	41.8	51.9	70.1	75.3	66.2	5.1	6.3	54.5
Other Canada	23.8	17.7	7.5	7.8	13.7	41.1	50.0	17.5
USA	20.5	16.5	8.4	7.9	7.8	30.8	25.0	13.7
Other Countries	13.9	13.9	13.1	9.0	12.3	23.1	18.8	14.0

Route 1= Alaska Hwy east; Route 2= Alaska Hwy west; Route 3= Klondike Hwy; Route 4=Top of World & Dempster Hwy

Considerations For Future Surveys

The results of this survey of Yukon Government Campground campers provides a wealth of data that can be used to assess program performance and understand campground visitors. There are a few points that might bear consideration in any future survey of this type.

1. With almost a third of campers who were approached to complete a survey refusing or being ineligible, consideration might be given to identifying campers on a more accurate basis.
2. Some questions were somewhat meaningless because the camping season was not over; e.g. number of times visiting the campground this year when interviewed in June and the possibility of many more trips during the year.
3. The expenditure questions could have been phrased differently to solicit answers that may have reflected truly attributable spending. Expenditures are reported on spending by campers that occurred between "wherever you stayed previously (home or another travel stop), to wherever you will stay next." Because of the wording of this question, there may have been a significant loss of camper spending that was attributable to their stay in Yukon Government Campgrounds. This would hold especially for Yukon residents on an extended camping trip within the territory and for non-Yukon residents who had Yukon Government Campgrounds as at least one of their trip destinations. For this reason a more comprehensive question is recommended for future surveys of this type. Such a question would be more consistent with camper surveys being undertaken by other Canadian park organizations. A generic method for wording expenditure questions, adopted by all park organizations, would be useful.
4. Ask questions that will help attribute the spending to the campground: this might result in greater spending being included in the study for some groups and less for other groups.
5. The spending on accommodation by campers was not included on the survey, but if a broader view of attributable spending is used and applied, then this category becomes important.
6. Undertake the survey in a larger sample of campgrounds to get a larger sample and to be able to understand who the users are of less well-known campgrounds.

Appendices

1. Questionnaire
2. Survey Operation Report
3. Total Visitor Spending Estimate

APPENDIX 1

Campground Questionnaire

(NOTE: The questionnaire was formatted for paper that was 8.5" x 14")

Form # _____

Yukon Government Campground Users Survey

Campground name _____

Date _____ 6 7 8
day month

Interviewer _____

CAMPGROUND SERVICES- this campground

1. In 2008 and 2009, roughly how many different trips have you made to this campground?
2008 _____
2009 _____
2. In 2008 and 2009, up to and including last night, roughly how many nights in total have you stayed at this campground?
2008 _____
2009 _____
3. On this trip, how many nights, in total, do you plan to stay in each of the following:
(If none, put "0")
 1. This Yukon Government campground _____
 2. Other Yukon Government campgrounds _____
 3. Other Yukon campgrounds or RV parks _____
 4. Yukon Motels / Hotels _____
 5. Yukon Bed & Breakfasts _____
 6. With friends and relatives in the Yukon _____
 7. Other (Specify) _____

TOTAL NIGHTS _____

4. Prior to arriving in this campground, which of the following information sources did you use for this trip? *Check all that apply.*
 - 1 ☐ Prior knowledge (I've been here before)
 - 2 ☐ Advice from friends and relatives
 - 3 ☐ Advice from visitor information centres
 - 4 ☐ Milepost guide
 - 5 ☐ Other highway guides or travel brochures
 - 6 ☐ Yukon Parks website
 - 7 ☐ Yukon Tourism website

8 ☐ Other _____

9 ☐ None

5. Below are a few specific reasons people have mentioned for using Yukon Government campgrounds. How important were the following reasons to you when you decided to stay in this campground on this trip? Please rate them from 1 to 3. 1 means not important, 2 means somewhat important and 3 means very important. Let me know if anything is not applicable.

a. Close proximity to home	1	2	3
N/A			
b. Ease of access	1	2	3
N/A			
c. En route stop to another destination	1	2	3
N/A			
d. Natural setting of campground	1	2	3
N/A			
e. Recreational opportunities or activities available at this site	1	2	3
N/A			
f. Good design of campsites (i.e. big, provide privacy)	1	2	3
N/A			
g. Free firewood	1	2	3
N/A			
h. High standard of maintenance (i.e. clean, well-maintained)	1	2	3
N/A			
i. Other (specify) _____	1	2	3
N/A			

Comments:

6. Listed below are a few services and facilities provided in Yukon Government campgrounds.

- a) On a scale of 1 to 5, from poor to excellent, how would you rate each of the following for this campground? If you did not use the facility or it's not available here, let me know.
- b) Also, please let me know how important each of these services and facilities are to you, on a scale of 1 to 3.

	Campground Rating					Importance				
						Not		Very		
						Important		Important		
<i>Site characteristics</i>										
a. Accessibility of trails	1	2	3	4	5	1	2	3	DNU	N/A
b. Boat launch and/or dock	1	2	3	4	5	1	2	3	DNU	N/A
c. Availability of pull through sites	1	2	3	4	5	1	2	3	DNU	N/A
d. Preservation of natural surroundings	1	2	3	4	5	1	2	3	DNU	N/A
e. Interpretive signs and/or brochures etc	1	2	3	4	5	1	2	3	DNU	N/A
f. Interpretive Talks	1	2	3	4	5	1	2	3	DNU	N/A
<i>Cleanliness and condition of facilities</i>										
g. Cleanliness of restrooms	1	2	3	4	5	1	2	3	DNU	N/A
h. Cleanliness of grounds	1	2	3	4	5	1	2	3	DNU	N/A
i. Condition of facilities	1	2	3	4	5	1	2	3	DNU	N/A
j. Availability of firewood	1	2	3	4	5	1	2	3	DNU	N/A
<i>Camping experience</i>										
k. Your sense of security	1	2	3	4	5	1	2	3	DNU	N/A
l. Control of noise	1	2	3	4	5	1	2	3	DNU	N/A
m. Value for camping fee	1	2	3	4	5	1	2	3	DNU	N/A
n. Group camping options	1	2	3	4	5	1	2	3	DNU	N/A
o. Rate the services and facilities overall	1	2	3	4	5	1	2	3	DNU	N/A
Comments:										

ACTIVITIES

7. Was there a particular activity that drew you to this campground?

1 ☐ Yes

2 ☐ No -> Go to 9

8. If yes, what activity? _____

9. Will you be participating in any of the following activities during your stay at this campground?

Hunting, fishing and gathering, such as:

- ☐ Hunting
- ☐ Fishing
- ☐ Berry-picking
- ☐ Plant or mushroom gathering

Water sports and activities, such as:

- ☐ Swimming/beach activities
- ☐ Canoeing or kayaking
- ☐ Motorized boating
- ☐ Other water activities (Describe :) _____

Trail sports and activities, such as:

- ☐ Day-hiking
- ☐ Self-guided walks
- ☐ Guided walks
- ☐ Cycling or Mountain biking
- ☐ Backpacking
- ☐ Horseback riding
- ☐ ATV / 4-wheeling
- ☐ Other trail activities (Describe :) _____

Creative or cultural activities, such as:

- ☐ Photography
- ☐ Painting or drawing
- ☐ Other creative activities (Describe :) _____
- ☐ Campfire activities
- ☐ Cultural activities (Describe :) _____

Leisure activities, such as:

- ☐ Experiencing outdoors/just getting away
- ☐ Relaxing
- ☐ Spiritual or restorative activities

- ☐ Wildlife viewing
- ☐ Bird-watching

Other activities, such as:

- ☐ A specific organized event (Describe :) _____
- ☐ Other (Describe :) _____
- ☐ Just traveling through
- ☐ Don't know
- ☐ Refuse

EXPENDITURES DURING TRIP

10. Can you please estimate what your travel party will spend for this trip? *Your travel party includes everyone sharing expenses, experiences and/or decisions. Please include all expenses associated with your trip to and from this campground. That would be from wherever you stayed previously (home or another travel stop), to wherever you will stay next.*

a. Transportation

Please estimate your transportation costs based on mileage from your previous night's accommodation to your following night's destination after you leave this campground.

_____ Fuel costs

_____ Rental vehicle

_____ Other transportation (describe) _____

- ☐ Don't know ☐ Refuse

b. Other expenses

Please estimate your food, beverage, recreation and other expenses for the day traveling here, days camped here and the day you will leave here.

_____ Food/beverages from stores

_____ Food/beverages at restaurants

_____ Recreation/entertainment, including equipment rentals

_____ Other (Describe : _____)

- ☐ Don't know ☐ Refuse

c. Approximate total \$ _____

- ☐ Canadian dollars
- ☐ US dollars
- ☐ Other currency _____
- ☐ Don't know
- ☐ Refuse

CAMPGROUND SERVICES- all territorial campgrounds

11. Including this campground, which campgrounds have you used in 2008 and 2009?

Alaska Highway

Klondike Highway

***Robert Campbell
Highway***

Other

- 1 ☐ Aishihik Lake
- 2 ☐ Big Creek
- 3 ☐ Congdon Creek
- 4 ☐ Kusawa lake
- 5 ☐ Lake Creek
- 6 ☐ Marsh lake
- 7 ☐ Pine lake
- 8 ☐ Snag Junction
- 9 ☐ Squanga Lake
- 10 ☐ Takhini River
- 11 ☐ Teslin Lake
- 12 ☐ Watson Lake
- 13 ☐ Wolf Creek

- 1 ☐ Ethel Lake
- 2 ☐ Fox Lake
- 3 ☐ Klondike River
- 4 ☐ Lake Laberge
- 5 ☐ Moose Creek
- 6 ☐ Twin Lakes
- 7 ☐ Tatchun Creek

- 1 ☐ Drury Creek
- 2 ☐ Frances Lake
- 3 ☐ Frenchman Lake
- 4 ☐ Johnson Lake
- 5 ☐ Lapie Canyon
- 6 ☐ Little Salmon Lake
- 7 ☐ Nunatuk
- 8 ☐ Simpson Lake
- 9 ☐ Tatchun Lake

- 1 ☐ Dezadeash Lake
- 2 ☐ Engineer Creek
- 3 ☐ Five Mile Lake
- 4 ☐ Million Dollar Falls
- 5 ☐ Nahanni Range
- 6 ☐ Rock River
- 7 ☐ Quiet Lake South
- 8 ☐ Quiet Lake North
- 9 ☐ Snafu Lake
- 10 ☐ Tarfu Lake
- 11 ☐ Tombstone
Mountain
- 12 ☐ Yukon River

1 ☐ Other: _____

12. Roughly how many nights in total did you stay in any Yukon Government campgrounds in 2008 and 2009, including this campground?

2008 _____

2009 _____

13. How likely are you to camp in a Yukon Government campground in the next two years?

- 1 ☐ Not very likely
- 2 ☐ Somewhat likely
- 3 ☐ Very likely
- 88 ☐ Don't know

14. Do you think there are sufficient campgrounds in the Yukon and if no, where would you like to see them?

- 1 ☐ Yes
- 2 ☐ No (Describe:)

RESPONDENT PROFILE

15. What types of camping equipment is your travel party using at this campsite?
(Check all that apply)

- 1 ☐ Tent
 2 ☐ Travel Trailer / 5th Wheel
 3 ☐ Tent Trailer
 4 ☐ Motorhome
 5 ☐ Truck Camper
 6 ☐ Van
 7 ☐ Other (Specify) _____

16. How many people, in total, are in your travel party on this trip? _____
 Your travel party includes everyone sharing expenses, experiences and/or decisions.

17. How many people in your travel party are in each of these age categories?

	0-14	15-24	25-34	35-44	45-54	55-64	65+
Male	_____	_____	_____	_____	_____	_____	_____
Female	_____	_____	_____	_____	_____	_____	_____

☐ Don't know ☐ Refuse

18. How many of the people in your travel party are:

- a. Family members? _____
 b. Friends? _____
 c. Others, such as fellow members of a group or association? _____
 (Describe : _____)

19. Where is your home city?

City _____

Territory, Province or State _____

Country _____

20. Do you self-identify as aboriginal (First Nation, Native American, Metis or Inuit)?

1 ☐ Yes -> Skip to Q22

2 ☐ No

88 ☐ Don't know

99 ☐ Refuse -> Skip to Q22

21. The national definition of a visible minority is anyone, other than an aboriginal person, who is non-Caucasian in race or non-white in colour. According to this definition, are you a member of a visible minority?

1 ☐ Yes

2 ☐ No

88 ☐ Don't know

99 ☐ Refuse

22. Is there anything else you would like to tell us about your stay in Yukon Government campground(s)?

APPENDIX 2

2009 Yukon Government Campground Users Survey Operation Report

The 2009 Yukon Government Campground Users Survey was conducted by the Yukon Bureau of Statistics on behalf of Yukon Governments Parks Branch. This survey had not been done previously and was needed in order for the Parks Branch to understand who is using the Yukon Government Campgrounds. The sample for this survey was both Yukon and non-Yukon residents using Yukon Government Campground in selected areas.

The focus of the research was to understand the patterns of use of our campgrounds by Yukon residents and visitors to the Yukon, to adapt our services to the needs and interests of our users and to assess the adequacy of our facilities

The sites selected for this survey were organized by routes.

Route 1: Wolf Creek and Teslin

Route 2: Kusawa and Pine Lake

Route 3: Lake Laberge, Fox Lake and Twin Lake

Route 4: Yukon River and Tombstone.

Two interviewers were trained on conducting the Yukon Government Campground Users Survey by the Project Supervisor and Operations Manager on June 9th. The interviewers started the face to face data collection on Tuesday, June 16th and completed the data collection on Thursday, August 13th, 2009.

The interviewers would leave the Yukon Bureau of Statistics parking lot at 2:00 p.m. and return by 10:00 p.m. They traveled to the random selected route for the scheduled shift. (See Appendix 1). For safety reasons the interviewers were required to report their return to Whitehorse at the end of each shift to the Yukon Government Security Office.

Each completed survey took approximately 15 - 20 minutes. This includes the interview and edit of the survey form.

Operational Breakdown of Survey Results:

Number of campground users approached: 616

Completed Survey	423
Refusal	76
Ineligible	117

Campground users were ineligible if they were day users or if they had already completed the survey with another interviewer or at another campground.

Reasons for refusal:

Language Barrier	20
Not interested	16
Just getting ready to eat	12
Busy (<i>watching the kids, singing, relaxing, doing dishes, canoeing, playing poker</i>)	12
Packing up to leave	10
Getting ready for a nap/bed	5
Partying	1

Question Difficulties:

- 1) Respondents had difficulty answering the questions about "expenditures during this trip". Visitors to the Yukon have a good idea of what they have or will spend for their vacation here in the Yukon. They found it very difficult to break the cost down from one campground to another campground. The survey question wanted all expenses associated with the campground users' trip to and from the campground where they were being interviewed. They may have bought gas two days ago, bought groceries a week ago and beverages four days ago. These purchases will be enough for a week or more. They can't break it down as asked to do in the survey question. They can answer expenditure questions about their trip to the Yukon but not to individual campgrounds.

Yukoners also had difficulty with this question. They didn't spend any money on gas for this trip as they had gas in their vehicle from earlier in the week. They didn't spend much money on groceries because they had grocery items at home which they used.

If this question is being used again, it should be reworded so that we can get the information that is required.

- 2) A lot of respondents had difficulty with question 21 – visible minority. They didn't have a clue what we were asking. Interviewers were asked to explain what the question meant. They were instructed to just reread the question and not to interrupt the question.

Appendix 1			June			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
		Training Rm 2C Elijah Smith Bldg 8:30 - 2:00				
14	15	16	17	18	19	20
		Route 1 Wolf Crk, Teslin	Route 2 Kusawa, Pine Lk		Route 1 Teslin, Wolf Crk	Route 2 Pine Lk, Kusawa
21	22	23	24	25	26	27
Route 3 Lk Leberge, Fox, Twin			Route 3	Route 2	Route 1	Route 3
28	29	30				
Route 2		Route 1				
Route # 1 = Wolf Creek, Teslin			If no call-in by 11:00 p.m., contact:		Sally Stitt	668-3973 or
Route # 2 = Kusawa, Pine Lake					Stephanie Klippert	393-8038
Route # 3 = Lake Leberge, Fox Lake, Twin Lake						
Route # 4 = Yukon River, Tombstone						

Appendix 1			July			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
			Canada Day Stat. Holiday		Route 2	Route 1
5	6	7	8	9	10	11
Route 3		Route 3		Route 2	Route 1	Route 2
	Route 4	Route 4	Route 4	Route 4		
	Yukon River	Tombstone Mtn	Yukon River	Tombstone Mtn		
12	13	14	15	16	17	18
Route 3	Route 2		Route 3		Route 2	Route 3
19	20	21	22	23	24	25
Route 1	Route 1	Route 3			Route 1	Route 2
26	27	28	29	30	31	
Route 3			Route 2	Route 1	Route 3	
Route # 1 = Wolf Creek, Teslin			If no call-in by 11:00 p.m., contact:		Sally Stitt	668-3973 or
Route # 2 = Kusawa, Pine Lake					Stephanie Klippert	393-6038
Route # 3 = Lake Laberge, Fox Lake, Twin Lake						
Route # 4 = Yukon River, Tombstone			July 6th - 8th, contact:		Shyla Sawatzky	668-5646

Appendix 1			August			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
						Route 1
2	3	4	5	6	7	8
Route 2		Route 1		Route 2	Route 3	Route 1
9	10	11	12	13	14	15
Route 2	Route 3		Route 2	Route 3	Route 1	
					Shift was cancelled	
16	17	18	19	20	21	22
	Discovery Day Stat. Holiday					
23	24	25	26	27	28	29
30	31					
Route # 1 - Wolf Creek, Teslin			If no call in by 11:00 p.m., contact:		Sally Sam	946-3975 or
Route # 2 - Kusawa, Pine Lake					Stephanie Klippert	343-6036
Route # 3 - Lake Laberge, Fox Lake, Twin Lake						
Route # 4 - Yukon River, Tombstone						

APPENDIX 3

Total Visitor Spending Estimate

Average Spending per Party and Total Visitor Spending Yukon Campgrounds 2009									
Visitor Origin	Estimated No. of Parties	Average Spending per Party by Category							Total
		Vehicle Costs	Vehicle Rental	Other Transport	Food & Beverage from Stores	Food & Beverage at Restaurants	Recreation & Entertainment	Other Spending	
Yukon	5,001	\$86.90	\$10.30	\$3.30	\$126.80	\$11.30	\$10.80	\$4.80	\$254.30
Other Canada	6,947	\$101.00	\$3.60	\$5.50	\$132.80	\$4.90	\$6.20	\$7.90	\$262.20
Non-Canada	9,374	\$111.70	\$12.70	\$6.70	\$115.50	\$13.10	\$5.90	\$7.30	\$287.90
		Total Spending by Category							TOTAL (based on categories)
Yukon	5,001	\$434,586	\$51,510	\$16,503	\$634,127	\$56,511	\$54,011	\$24,005	\$1,271,254
Other Canada	6,947	\$701,647	\$25,009	\$38,209	\$922,562	\$34,040	\$43,071	\$54,881	\$1,819,419
Non-Canada	9,374	\$1,047,075	\$119,049	\$62,806	\$1,082,697	\$122,799	\$55,307	\$68,430	\$2,558,164
TOTAL	21,322								\$5,648,838